Mirakl Catalog Manager

Marketplace Product Information Management to improve product data quality, and increase buyer confidence.
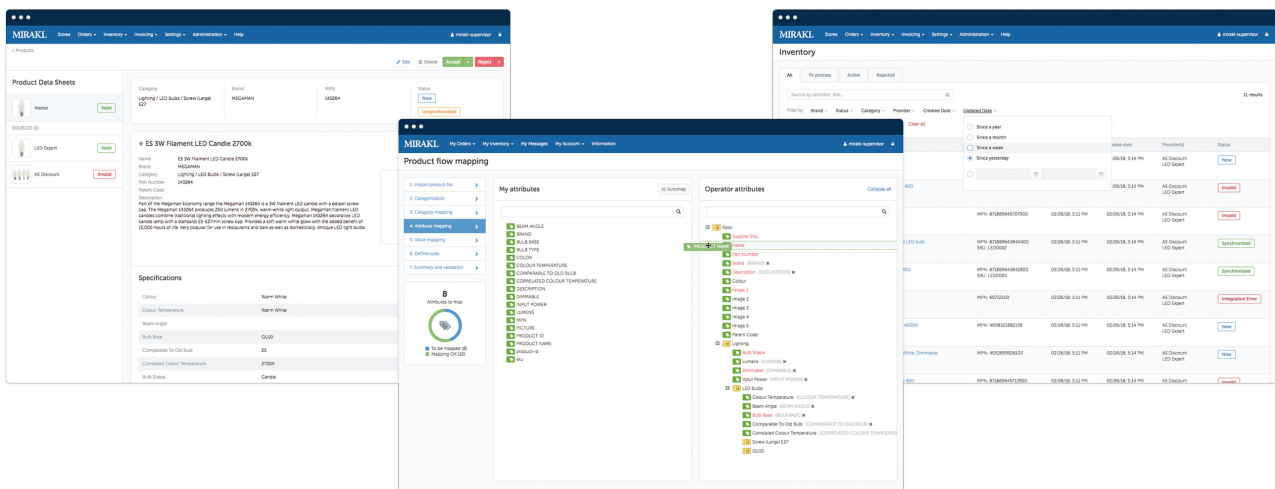
Managing product data quality for online marketplaces has unique complexities

Mirakl Catalog Manager was built to meet this exact need

High quality product content helps your business. It gives shoppers confidence, making them more likely to buy, and less likely to return items. This protects your business and brand. But ensuring high quality product content in online marketplaces has unique complexities. Keeping a lookout for incomplete product data, poor images, or inconsistent data is harder when done across the large volume of sellers and products in a marketplace.

Mirakl Catalog Manager (MCM) was developed to make it easy for marketplace operators to govern product quality, and for marketplace sellers to collaborate on product data enrichment.

Mirakl developed MCM to ensure marketplace operators can protect their brand image by showcasing the best content quality, and increase customer confidence, conversion, and loyalty.

PIMs weren't built to manage marketplace data quality

Many Mirakl customers already have Product Information Management (PIM) systems, which MCM easily integrates with. However, PIMs weren't designed to handle the unique product data volume needs of marketplaces. Most PIMs were built to manage the one seller to one product flow of information; not the many sellers to one product, or many sellers to many products scenarios.

Unique marketplace challenges PIMs weren't built for

Operators issues
- ✕ Handle duplication
- ✕ Moderate incoming products
- ✕ Enforce data equity
- ✕ Cope with volumes

Sellers issues
- ✕ Bulky contribution process
- ✕ Access to own catalog
- ✕ Slow feedback
- ✕ Fix validation errors

Easily collaborate with sellers to improve product data quality and consistency, and increase buyer confidence.
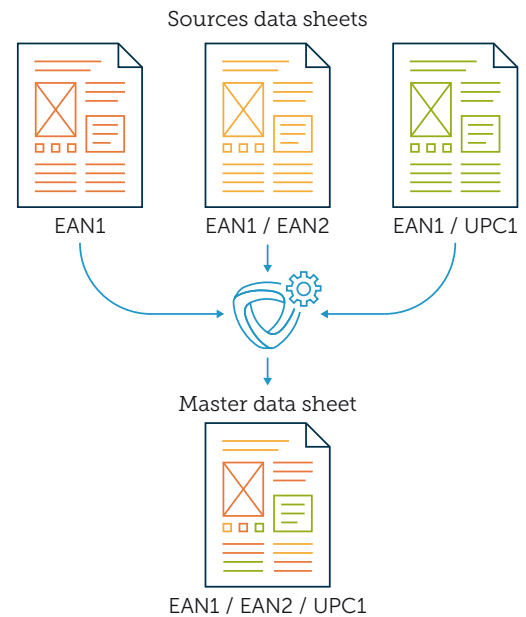
Why Mirakl Catalog Manager?

Mirakl Catalog Manager (MCM) enables marketplace operators to better manage the unique complexities of marketplace product data quality. MCM is built to allow marketplace operators to fix the problem of multiple sellers selling the same product, with inconsistent and poor quality product data.

To maximize customer confidence by ensuring they're clear on what they're buying because of better product information – and increase conversions, MCM ensures every seller's products feature rich & consistent data and descriptions.

Key Features

✔ Product catalog buffering
✔ Product deduplication
✔ Product content consolidation
✔ Seller contributed product enrichments
✔ Digital asset management
✔ Product moderation
✔ Validation rules engine
✔ Invalid product data identification

Sources data sheets

EAN1   EAN1 / EAN2   EAN1 / UPC1

Master data sheet

EAN1 / EAN2 / UPC1

✔ Deduplication based on unique identifiers
✔ Consolidation of source data in a master data sheet

Mirakl Catalog Manager benefits your whole team

Head of eCommerce + Marketplace
Guarantee product data quality for the volume of sellers and products in the marketplace model.

Head of Merchandising
Easily control the assortment shoppers see by setting product data quality standards.

Tech Lead
Simplify the product data exchange process, easily integrate with PIMs, and manage product feeds efficiently.

About Mirakl

Mirakl gives retailers and brands a fast path to increase customer value by launching an online marketplace. Marketplaces exceed customer expectations by providing broader selection, at better prices, with superior service while respecting your Brand DNA. The Mirakl Marketplace Platform is a turn-key SaaS solution that automates the hard things: Seller onboarding, product data management, service quality control, and order distribution; on an API-based solution that's modular and easy to integrate into any e-commerce platform. Over 150 customers operating marketplaces in 40 countries trust Mirakl's proven expertise and technology including Urban Outfitters, J.Crew, Madewell, 1-800 Flowers, Hewlett Packard Electronics, Best Buy Canada and Walmart Mexico.

For more information: www.mirakl.com

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